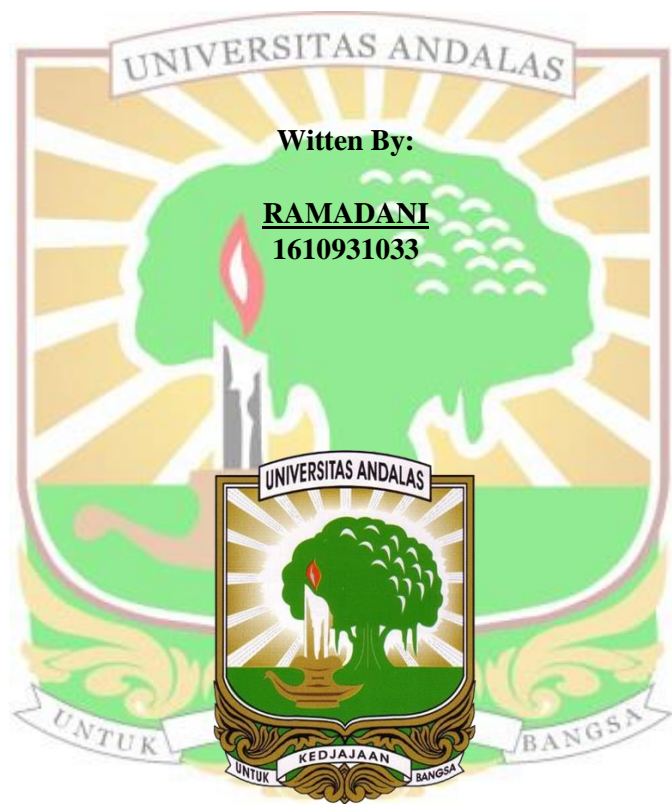


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FINAL PROJECT REPORT



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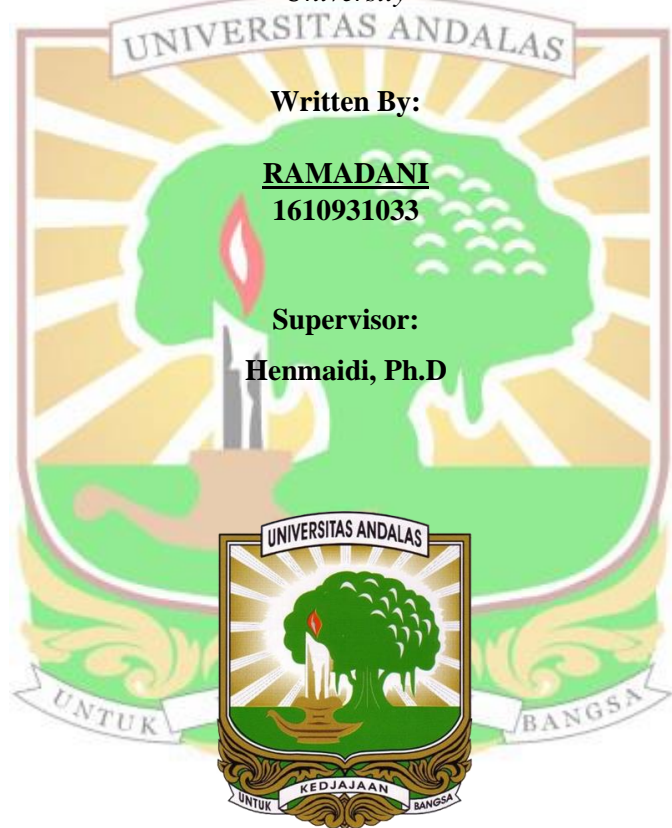
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**DEPARTMENT OF INDUSTRIAL ENGINEERING
FACULTY OF ENGINEERING
ANDALAS UNIVERSITY
PADANG
2021**

DETERMINATION OF ATTRACTIVENESS FACTOR OF TOURISM AT TOURIST DESTINATION IN KUBANG

FINAL PROJECT REPORT

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ABSTRACT

Tourism is one of the sector that significantly grow around the world. Tourism is a promising sector that can provide benefits extensive and sustainable development. In Indonesia, the percentage of national income contributed by tourism keeps significantly growing. West Sumatra is one of the province of Indonesia which has the tourist destination located in Kubang, Lima Puluh Kota Regency. The tourist destination in Kubang are Tenun Kubang, Kebun Jesigo, Anyaman Mansiang, Rendang Kokoci, Kampung Ganepo, Embung Tanjung Bungo, Monumen PDRI, Sate Danguang-danguang and Martabak Kubang, and Paralayang Taeh.

Unfortunately, several various popular tourist destinations in Payakumbuh and Lima Puluh Kota, also Bukittinggi which is located close enough to Payakumbuh making tourist destination in Kubang does not attract many tourist visits throughout the year. To develop tourism in Kubang, it is necessary to determine the attractiveness factor of the tourist destination that will help in increasing the tourist visit and to develop integrated tourism. It will improve the economy of the local community and preserve the cultural heritage of Kubang.

The critical success factor (CSF) and attractiveness factor of tourism were identified from literature review. Attractiveness factors are validated by experts through interviews and questionnaires. Thus the questionnaires will be distributed to the observer of each tourist destination. The data of the collected questionnaires were tested for validity and reliability using corrected total correlation method and cronbach's alpha method using SPSS 22.0. The valid and reliable data will be continued to be rank using the relative importance index (RII) method. The attractiveness index of each tourism in Kubang uses pivot tables in Microsoft Excel.

The calculation of the importance level shows that the factor of the attractiveness of tourism which has the highest level of importance is the local people's hospitality (86.67), and the factor that has the lowest value of importance is the museum (36.0). The calculation of the attractiveness index of each tourism is as follows: Anyaman Mansiang (2.6), Embung Tanjung Bungo (2.7), Kampung Ganepo (3.0), JESIGO Garden (2.7), PDRI Monument (2.8), Taeh Paragliding (3.4), Rendang Kokoci (3.2), Sate Danguang-danguang and Martabak Kubang (3.4), Tenun Kubang (3.1). The strategical steps to build integrated tourism in Kubang are based on critical success factors and attractiveness factors which are provision of wifi in areas with poor internet connections, the provision of accommodation and facilities such as home stays, guest houses, etc.

Keyword: integrated tourism, relative importance index, the attractiveness factor of tourism

ABSTRAK

Pariwisata adalah salah satu sektor yang tumbuh secara signifikan di seluruh dunia. Pariwisata merupakan sektor yang menjanjikan yang dapat memberikan manfaat pembangunan yang luas dan berkelanjutan. Di Indonesia, persentase pendapatan nasional yang disumbangkan oleh pariwisata terus tumbuh secara signifikan. Sumatera Barat adalah salah satu provinsi di Indonesia yang memiliki destinasi wisata yang berlokasi di Kubang, Kabupaten Lima Puluh Kota. Adapun destinasi wisata yang ada di Kubang diantaranya: Tenun Kubang, Kebun Jesigo, Anyaman Mansiang, Rendang Kokoci, Kampung Ganepo, Embung Tanjung Bungo, Monumen PDRI, Sate Danguang-danguang and Martabak Kubang, dan Paralayang Taeh. Sayangnya, beberapa destinasi wisata populer yang terletak di Payakumbuh dan Lima Puluh Kota serta Bukittinggi yang berlokasi cukup dekat dengan Payakumbuh membuat destinasi wisata di Kubang ini tidak banyak menarik kunjungan wisatawan sepanjang tahun. Untuk mengembangkan pariwisata di Kubang perlu ditentukan faktor daya tarik destinasi wisata yang akan membantu dalam meningkatkan kunjungan wisatawan dan mengembangkan pariwisata terintegrasi di Kubang. Hal ini dapat meningkatkan perekonomian masyarakat setempat dan melestarikan warisan budaya Kubang.

Faktor kritis keberhasilan dan faktor daya tarik pariwisata diidentifikasi dari studi pustaka. Faktor daya Tarik pariwisata divalidasi oleh para ahli melalui wawancara dan kuesioner. Kemudian kuesioner akan dibagikan kepada responden. Data dari kuesioner yang terkumpul diuji validitas dan reliabilitasnya dengan menggunakan metode corrected total correlation dan metode alpha cronbach dengan menggunakan SPSS 22.0. Data yang valid dan reliabel akan dilanjutkan pemeringkatannya dengan menggunakan metode relative importance index (RII). Attractiveness index dari masing-masing pariwisata di Kubang menggunakan tabel pivot pada Microsoft Excel.

Perhitungan nilai tingkat kepentingan menunjukkan bahwa faktor daya tarik pariwisata yang memiliki tingkat kepentingan tertinggi yaitu faktor keramah-tamahan penduduk setempat (86.67), dan faktor yang memiliki nilai tingkat kepentingan terendah yaitu museum (36.0). Perhitungan attractiveness index masing-masing pariwisata sebagai berikut: Anyaman Mansiang (2.6), Embung Tanjung Bungo (2.7), Kampung Ganepo (3.0), Kebun JESIGO (2.7), Monumen PDRI (2.8), Paralayang Taeh (3.4), Rendang Kokoci (3.2), Sate Danguang-danguang and Martabak Kubang (3.4), Tenun Kubang (3.1). Langkah strategis untuk membangun pariwisata terintegrasi di Kubang berdasarkan critical success factor dan attractiveness factor diantaranya penyediaan wifi pada daerah yang memiliki koneksi internet buruk, penyediaan akomodasi dan fasilitas berupa home stay, guest house, dll.

Kata kunci: faktor-faktor daya tarik pariwisata, pariwisata terintegrasi, relative importance index